



# USDA Weekly Retail Turkey Feature Activity

## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/24 thru 10/30.

Fri. Oct 24, 2014

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

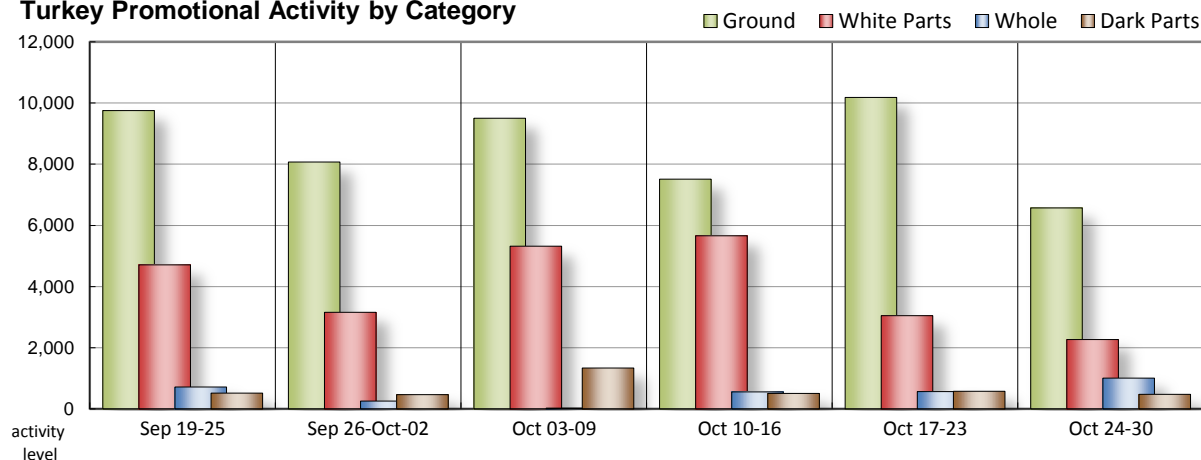
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>38.9% of 22,900 outlets</b>		<b>44.4% of 22,900 outlets</b>		<b>53.6% of 23,200 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>1.9%</b>		<b>0.6%</b>		<b>2.9%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>13,350</b>		<b>15,770</b>		<b>19,290</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens	510	0.86	290	1.03	1,200	1.09
" - Toms	500	0.86	280	1.02	1,180	1.09
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	10	3.29	50	2.71		
Frozen	1,390	1.65	1,640	1.67	990	1.75
<b>Split, bone-in</b>						
Fresh						
Rotisserie	160	6.68	190	6.99	400	8.32
Boneless, whole	20	4.97	30	4.64		
Cutlets	490	5.18	410	5.39	780	4.88
Cutlets, thin sliced			210	5.03	180	4.99
<b>Strips</b>						
Tenders	30	5.99	280	5.04	20	4.79
Marinated Tenders	170	4.51	240	4.44	580	4.71
<b>Drumsticks</b>						
Thighs	180	2.37	40	1.76	300	1.76
Wings	10	1.99	20	1.89	100	1.98
Necks	140	2.40	50	1.70	50	1.86
Smoked Drumsticks			20	1.54	10	1.49
Smoked Wings	50	2.74	140	2.43	60	1.99
Smoked Necks	80	2.59	200	2.33	190	1.96
	20	2.29	110	2.37	30	1.82
<b>GROUND TURKEY:</b>						
Patties	6,570	3.32	10,180	3.54	12,490	3.29
Sausage	850	3.52	570	3.59	1,870	3.09
85% lean	980	3.39	1,600	3.79	1,670	3.02
93% lean	1,260	2.77	3,290	3.06	2,030	2.85
Breast	2,920	3.34	3,690	3.51	5,060	3.20
Rolls (frsh/frz 1 lb.)	560	4.33	1,030	4.82	1,860	4.81
	1,940	2.82	180	2.60	180	2.32
<b>Specialty</b> <sup>5/</sup>						
Patties	30	5.66	40	4.34	80	4.18
93-94% lean	840	4.01	610	5.11	460	3.68
Breast	210	5.39	560	5.01	10	5.99

Note: rolls & specialty not included in ground turkey total and weighted average.

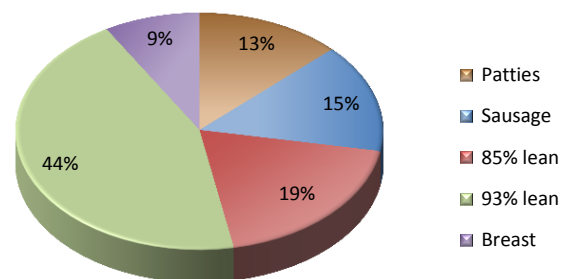
### This Week's Turkey Feature Highlights

This week, feature activity declines. Promotions of frozen hens and toms continue to slowly increase as we are a month from the Thanksgiving holiday; prices are lower. Bone-in breast offerings are fewer this week with the average price slightly lower. Rotisserie breasts are viewed less often. Prices are more attractive than last week when found. Feature activity increases for cutlets and at lower price levels. The balance of white items are offered less often at higher rates. Fresh dark parts gain circular space, while smoked offerings decline; prices are higher for both. Grind activity slips with 93% lean and rolls most popularly promoted. Prices are higher for rolls. The balance of ground items are viewed at lesser values. Feature activity increases some for service deli items due to an increase in private label offerings. Self-service deli offers slow this week. Prices are lower for both processor and private label thin slicing meats.

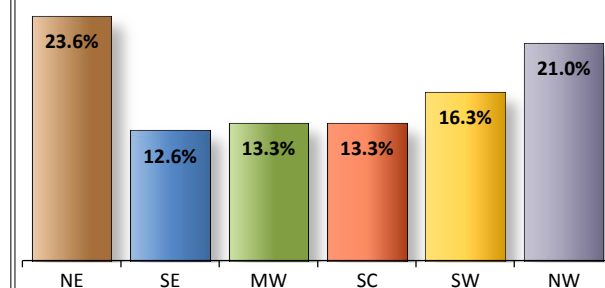
### Turkey Promotional Activity by Category



### Ground Turkey Featuring by Type



### Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Oct 24, 2014

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
<b>Special Rate</b> <sup>4/</sup>	51.1% of 4,700 sampled outlets			30.1% of 5,900 sampled outlets			26.6% of 4,200 sampled outlets		
<b>Activity Index</b> <sup>2/</sup>	6.0% of stores w/ no-price promotions			1.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
	<b>Activity Index = 3,880</b>			<b>Activity Index = 2,810</b>			<b>Activity Index = 1,980</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.99	10 0.99		0.79 - 0.99	330 0.92		0.88 - 1.29	10 1.09	
" - Toms	0.99	10 0.99		0.79 - 0.99	330 0.92		0.88 - 1.29	10 1.09	
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh							3.29	10 3.29	
Frozen	0.97 - 1.99	350 1.81		0.97 - 1.99	370 1.43		0.99 - 1.99	200 1.65	
Split, bone-in									
Fresh									
Rotisserie	8.99	10 8.99							
Boneless, whole	4.97	20 4.97							
Cutlets	3.99 - 5.99	360 5.05		5.99	50 5.99		3.99	10 3.99	
Cutlets, thin sliced									
Strips									
Tenders				5.99	30 5.99				
Marinated Tenders							5.33	20 5.33	
Drumsticks	1.99 - 2.69	110 2.62		1.69	10 1.69		1.69	20 1.69	
Thighs							1.99	10 1.99	
Wings	1.99 - 2.69	110 2.62		1.49	10 1.49		1.49 - 1.69	20 1.64	
Necks									
Smoked Drumsticks	2.29 - 2.99	50 2.74							
Smoked Wings	2.19 - 2.99	70 2.61		2.49	10 2.49				
Smoked Necks	2.29	20 2.29							
<b>GROUND TURKEY:</b>									
Patties	3.30 - 3.99	580 3.48		2.99 - 3.49	90 3.31		2.99 - 4.49	180 3.78	
Sausage	3.03 - 3.99	290 3.62					3.19 - 3.99	330 3.93	
85% lean	2.66 - 3.66	410 2.99		2.50 - 3.33	200 2.71		2.74 - 2.91	110 2.83	
93% lean	2.30 - 3.99	850 3.61		2.91 - 3.99	930 3.18		2.74 - 3.99	510 3.31	
Breast (99-100% lean)	3.84 - 4.99	240 4.39		3.99	30 3.99		3.74 - 4.99	70 4.33	
Rolls (frsh/frz 1 lb.)							2.98 - 3.00	230 2.99	
<b>Specialty</b> <sup>5/</sup>									
Patties	5.49	20 5.49							
93-94% lean	3.99	310 3.99		3.99	420 3.99		3.99	100 3.99	
Breast	5.99	60 5.99					4.99	140 4.99	

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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# USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/24 thru 10/30.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Oct 24, 2014

	SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	35.2% of 4,200 sampled outlets			51.4% of 2,800 sampled outlets			61.7% of 1,200 sampled outlets		
Special Rate <sup>4/</sup>	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			8.5% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 1,980			Activity Index = 1,760			Activity Index = 940		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.69 - 1.18	160	0.73						
" - Toms	0.69 - 0.99	150	0.70						
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.49 - 1.79	260	1.63	1.89 - 1.99	30	1.92	1.79 - 1.89	180	1.81
Split, bone-in									
Fresh									
Rotisserie	7.99	40	7.99	5.99	110	5.99			
Boneless, whole									
Cutlets	5.45	50	5.45				5.45	20	5.45
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	4.26 - 4.66	120	4.34				4.66	30	4.66
Drumsticks	2.19	40	2.19						
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties									
Sausage				2.45 - 4.69	280	2.64	2.99	80	2.99
85% lean	2.89	60	2.89	2.39 - 3.19	480	2.57			
93% lean	2.39 - 3.67	440	2.86	3.19 - 4.23	50	3.84	3.19 - 4.39	140	4.20
Breast (99-100% lean)	4.79	50	4.79	4.79	20	4.79	3.99 - 4.79	150	4.10
Rolls (frsh/frz 1 lb.)	1.99 - 3.00	610	2.66	1.99 - 3.00	760	2.83	1.99 - 3.00	340	2.96
<b>Specialty <sup>5/</sup></b>									
Patties				5.99	10	5.99			
93-94% lean				5.49	10	5.49			
Breast				7.49	10	7.49			

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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# USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 10/24 thru 10/30.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Oct 24, 2014

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate <sup>1/</sup>	66.8% of 22,900 stores		64.5% of 22,900 stores		58.7% of 23,200 stores		85.5% of 4,700 sampled outlets			69.9% of 5,900 sampled outlets		
Activity Index 2/	43,080		44,700		36,270		Activity Index = 15,930			Activity Index = 9,200		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	6,150	8.49	6,520	8.17	6,450	7.84	6.49 - 11.99	2,730	8.44	6.99 - 9.99	2,190	8.84
Private Brand	1,140	7.57	1,740	7.94	540	8.13	6.99 - 8.99	590	7.43			
<b>Category 2</b>												
Processor Brand	3,770	5.73	3,440	6.07	4,900	5.70	4.98 - 6.99	1,500	5.70	4.98 - 6.88	350	5.20
Private Brand	4,280	7.36	2,330	7.47	1,800	5.94	4.99 - 7.99	2,270	7.55	5.99 - 7.99	70	7.21
<b>Category 3</b>												
Processor Brand	1,010	4.13	610	3.95	1,290	3.99	3.99 - 4.99	270	4.02	3.99 - 4.38	260	4.03
Private Brand	1,160	4.97	20	4.88	30	4.24	3.98 - 4.99	150	4.81	4.99	1,010	4.99
<b>Turkey Ham</b>												
Processor Brand	480	3.56	490	4.31	640	3.76	2.99 - 3.99	470	3.55			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	660	4.50	500	4.05	270	3.66	2.99 - 6.99	450	4.67	6.99	10	6.99
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	2,740	8.08	3,120	7.93	1,990	7.33	5.99 - 9.99	1,800	8.16	9.99	40	9.99
Private Brand	300	7.41	900	7.30	760	7.77	5.99 - 6.99	110	6.73			
<b>Category 2</b>												
Processor Brand	40	5.69	680	5.42	90	4.89						
Private Brand	1,120	5.00	130	5.90	750	5.99	4.99	100	4.99	4.99	1,010	4.99
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	6,580	3.28	10,020	3.29	5,950	3.10	2.29 - 4.49	2,230	3.40	1.96 - 4.00	840	3.09
Private Brand	2,750	3.17	710	3.10	910	2.72	3.00 - 3.79	620	3.34	3.00 - 3.79	890	3.22
<b>Turkey 16 oz</b>												
Processor Brand	1,920	5.49	3,330	5.89	3,850	5.19				5.99	840	5.99
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	6,230	3.33	9,450	3.32	5,170	3.14	2.50 - 4.49	2,020	3.49	2.39 - 4.00	800	3.13
Private Brand	2,750	3.17	710	3.10	880	2.52	3.00 - 3.79	620	3.34	3.00 - 3.79	890	3.22

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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# USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Oct 24, 2014

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(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	60.0% of 4,200 sampled outlets			52.0% of 4,200 sampled outlets			58.7% of 2,800 sampled outlets			72.0% of 1,200 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 7,300			Activity Index = 5,260			Activity Index = 3,070			Activity Index = 2,320		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	6.59 - 10.99	720 7.98		6.99 - 9.99	120 7.53		6.99 - 9.49	30 8.63		6.99 - 12.99	360 7.98	
Private Brand	7.99 - 8.99	90 8.10		5.99 - 8.99	330 7.91		6.99	130 6.99				
<b>Category 2</b>												
Processor Brand	4.98 - 6.99	1,020 5.82		5.29 - 6.99	470 5.97		4.99 - 6.99	380 5.87		5.49 - 5.99	50 5.60	
Private Brand	5.00 - 7.99	520 5.80		5.99 - 7.99	820 7.36		7.99	270 7.99		7.99	330 7.99	
<b>Category 3</b>												
Processor Brand	3.69 - 4.99	420 4.29		3.89 - 4.38	30 4.04		3.99	30 3.99				
Private Brand												
<b>Turkey Ham</b>												
Processor Brand	3.99	10 3.99										
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	3.99	200 3.99										
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.98 - 8.99	490 7.70		6.99 - 9.99	220 8.11		8.99	90 8.99		6.99	100 6.99	
Private Brand	7.99 - 10.99	30 8.99		7.49 - 8.49	160 7.57							
<b>Category 2</b>												
Processor Brand	4.99 - 5.99	40 5.69										
Private Brand	5.99	10 5.99										
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.18 - 3.99	1,000 3.21		2.29 - 2.69	1,010 3.28		2.49 - 4.29	820 3.16		2.98 - 3.99	680 3.40	
Private Brand	2.69 - 3.79	600 3.12		2.79 - 3.33	450 2.98		3.00	130 3.00		3.00	60 3.00	
<b>Turkey 16 oz</b>												
Processor Brand	3.99 - 5.99	600 5.01		4.99 - 5.99	210 5.43		4.49 - 5.99	270 5.08				
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.18 - 3.99	950 3.24		2.49 - 2.99	990 3.29		2.49 - 4.29	790 3.18		2.98 - 3.99	680 3.40	
Private Brand	2.69 - 3.79	600 3.12		2.79 - 3.33	450 2.98		3.00	130 3.00		3.00	60 3.00	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

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